

C L A I M S

1. A user-interface card for use in the context of an existing call between a voice communications device and a server, said user-interface card comprising:

5 a plurality of information modules each operative to actuate an application on said server;

a user selectable transmitter for transmitting a selected one of said plurality of information modules to said server, via said voice communications device, in response to application specific actuation of said card by a user; and

10 an audio transducer driven by said transmitter for transmitting said selected one of said plurality of information modules to said voice communications device as sound.

2. A user-interface card according to claim 1 and wherein said server is a voice enabled server.

3. A user-interface card according to claim 1 and wherein said server is an IVR enabled server.

20 4. A user-interface card according to claim 1 and wherein said plurality of information modules includes video content.

5. A user-interface card according to claim 1 and wherein said plurality of information modules includes audio content.

25 6. A user-interface card according to claim 1 and wherein said plurality of information modules includes computer programs.

7. A user-interface card according to claim 1 and wherein said plurality of information modules includes games.

30 8. A user-interface card according to claim 1 and wherein said plurality of

information modules includes entertainment content.

9. A user-interface card according to claim 1 and wherein said plurality of information modules includes security information.

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10. A user-interface card according to claim 1 and wherein said plurality of information modules includes gaming programs.

11. A user-interface card according to claim 1 and wherein said plurality of information modules includes a message.

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12. A user-interface card according to claim 1 and wherein said plurality of information modules includes transactional information.

13. A user-interface card according to claim 1 and wherein said plurality of information modules includes mobile commerce data.

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14. A user-interface card according to claim 1 and also including user actuable programming functionality.

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15. A user-interface card according to claim 1 and also including user actuable personalization functionality.

16. A user-interface card according to claim 1 and wherein said card comprises:

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a bottom substrate;
an electronic circuit; and
a top substrate.

17. A user-interface card according to claim 16 and wherein said bottom substrate is printed on an inside surface thereof so as to present application specific visual graphics on an outside surface thereof.

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18. A user-interface card according to claim 16 and wherein said top substrate is printed on an inside surface thereof so as to present application specific visual graphics on an outside surface thereof.

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19. A user-interface card according to claim 1 and wherein said plurality of information modules are selectably accessible in response to actuation by a user of a plurality of user-actuable contact locations.

10 20. A user-interface card according to claim 19 and also including functionality which changes information modules which are accessible in response to user actuation of at least one of said plurality of user-actuable contact locations.

15 21. A user-interface card according to claim 19 and also including functionality which changes the content of at least one of said plurality of information modules in response to user actuation of at least one of said plurality of user-actuable contact locations.

20 22. A user-interface card according to claim 19 and also including functionality which limits the number of times at least one of a plurality of information modules are accessible in response to user actuation of a corresponding at least one of said plurality of user-actuable contact locations.

25 23. A selectable functionality mobile communication system comprising:
a voice enabled server;
a voice communication device capable of actuating a call between said voice communication device and said server; and
a user-interface card comprising:
a plurality of information modules each operative to actuate an
30 application on said server;
a user selectable transmitter for transmitting a selected one of said plurality of information modules to said server, via said voice communications device,

in response to application specific actuation of said card by a user; and

an audio transducer driven by said transmitter for transmitting said selected one of said plurality of information modules to said voice communications device as sound.

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24. A selectable functionality mobile communication system according to claim 23 and wherein said plurality of information modules includes video content.

25. A selectable functionality mobile communication system according to claim 23 and wherein said plurality of information modules includes audio content.

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26. A selectable functionality mobile communication system according to claim 23 and wherein said plurality of information modules includes computer programs.

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27. A selectable functionality mobile communication system according to claim 23 and wherein said plurality of information modules includes games.

28. A selectable functionality mobile communication system according to claim 23 and wherein said plurality of information modules includes entertainment content.

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29. A selectable functionality mobile communication system according to claim 23 and wherein said plurality of information modules includes security information.

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30. A selectable functionality mobile communication system according to claim 23 and wherein said plurality of information modules includes gaming programs.

31. A selectable functionality mobile communication system according to claim 23 and wherein said plurality of information modules includes a message.

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32. A selectable functionality mobile communication system according to claim 23 and wherein said plurality of information modules includes transactional information.

5 33. A selectable functionality mobile communication system according to claim 23 and wherein said plurality of information modules includes mobile commerce data.

34. A selectable functionality mobile communication system according to
10 claim 23 and also including user actuatable programming functionality.

35. A selectable functionality mobile communication system according to claim 23 and also including user actuatable personalization functionality.

15 36. A selectable functionality mobile communication system according to claim 23 and wherein said card comprises:

a bottom substrate;
an electronic circuit; and
a top substrate.

20 37. A selectable functionality mobile communication system according to claim 36 and wherein said bottom substrate is printed on an inside surface thereof so as to present application specific visual graphics on an outside surface thereof.

25 38. A selectable functionality mobile communication system according to claim 36 and wherein said top substrate is printed on an inside surface thereof so as to present application specific visual graphics on an outside surface thereof.

30 39. A selectable functionality mobile communication system according to claim 23 and wherein said plurality of information modules are selectably accessible in response to actuation by a user of a plurality of user-actuatable contact locations.

40. A selectable functionality mobile communication system according to claim 39 and also including functionality which changes information modules which are accessible in response to user actuation of at least one of said plurality of user-actuable contact locations.

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41. A selectable functionality mobile communication system according to claim 39 and also including functionality which changes the content of at least one of said plurality of information modules in response to user actuation of at least one of said plurality of user-actuable contact locations.

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42. A selectable functionality mobile communication system according to claim 39 and also including functionality which limits the number of times at least one of a plurality of information modules are accessible in response to user actuation of a corresponding at least one of said plurality of user-actuable contact locations.

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43. A selectable functionality mobile communication system comprising:
a function actuation card; and
a mobile device,

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said function actuation card containing at least one audio and visual actuating information module which interacts with said mobile device.

44. A selectable functionality mobile communication system according to claim 43 and wherein said card is sound communication enabled.

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45. A selectable functionality mobile communication system according to claim 43 and wherein said card is sound and IR communication enabled.

46. A selectable functionality mobile communication system according to claim 43 and wherein said information module includes computer programs.

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47. A selectable functionality mobile communication system according to

claim 43 and wherein said information module includes games.

48. A selectable functionality mobile communication system according to claim 43 and wherein said information module includes entertainment content.

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49. A selectable functionality mobile communication system according to claim 43 and wherein said information module includes security information.

50. A selectable functionality mobile communication system according to claim 43 and wherein said information module includes gaming programs.

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51. A selectable functionality mobile communication system according to claim 43 and wherein said information module includes a message.

52. A selectable functionality mobile communication system according to claim 43 and wherein said information module includes transactional information.

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53. A selectable functionality mobile communication system according to claim 43 and wherein said information module includes mobile commerce data.

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54. A selectable functionality mobile communication system according to claim 43 and also including user actuable programming functionality.

55. A selectable functionality mobile communication system according to claim 43 and also including user actuable personalization functionality.

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56. A selectable functionality mobile communication system according to claim 43 and wherein said card comprises:

a bottom substrate;

an electronic circuit; and

a top substrate.

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57. A selectable functionality mobile communication system according to claim 56 and wherein said bottom substrate is printed on an inside surface thereof so as to present application specific visual graphics on an outside surface thereof.

5 58. A selectable functionality mobile communication system according to claim 56 and wherein said top substrate is printed on an inside surface thereof so as to present application specific visual graphics on an outside surface thereof.

59. A selectable functionality mobile communication system according to
10 claim 43 and wherein said information module is selectably accessible in response to actuation by a user of a plurality of user-actuable contact locations.

60. A selectable functionality mobile communication system according to
15 claim 59 and also including functionality which changes said information module which is accessible in response to user actuation of at least one of said plurality of user-actuable contact locations.

61. A selectable functionality mobile communication system according to
20 claim 59 and also including functionality which changes the content of said information module in response to user actuation of at least one of said plurality of user-actuable contact locations.

62. A selectable functionality mobile communication system according to
25 claim 59 and also including functionality which limits the number of times said information module is accessible in response to user actuation of a corresponding at least one of said plurality of user-actuable contact locations.

63. A selectable functionality mobile communication system comprising:
a server;
30 a mobile device; and
a function actuation card interacting with said server, via said mobile device,

said function actuation card containing at least one audio and visual actuating information module which interacts with said server, via said mobile device.

64. A selectable functionality mobile communication system according to claim 63 and wherein said function actuation card comprises:

a user selectable transmitter for transmitting said at least one audio and visual actuating information module to said server, via said mobile device, in response to application specific actuation of said card by a user; and

an audio transducer driven by said transmitter for transmitting said at least one information module to said mobile device as sound.

65. A selectable functionality mobile communication system according to claim 63 and wherein said server is a voice enabled server.

66. A selectable functionality mobile communication system according to claim 63 and wherein said server is an IVR enabled server.

67. A selectable functionality mobile communication system according to claim 63 and wherein said card is sound communication enabled.

68. A selectable functionality mobile communication system according to claim 63 and wherein said card is sound and IR communication enabled.

69. A selectable functionality mobile communication system according to claim 63 and wherein said information module includes computer programs.

70. A selectable functionality mobile communication system according to claim 63 and wherein said information module includes games.

71. A selectable functionality mobile communication system according to claim 63 and wherein said information module includes entertainment content.

72. A selectable functionality mobile communication system according to claim 63 and wherein said information module includes security information.

73. A selectable functionality mobile communication system according to claim 63 and wherein said information module includes gaming programs.

74. A selectable functionality mobile communication system according to claim 63 and wherein said information module includes a message.

75. A selectable functionality mobile communication system according to claim 63 and wherein said information module includes transactional information.

76. A selectable functionality mobile communication system according to claim 63 and wherein said information module includes mobile commerce data.

77. A selectable functionality mobile communication system according to claim 63 and also including user actuable programming functionality.

78. A selectable functionality mobile communication system according to claim 63 and also including user actuable personalization functionality.

79. A selectable functionality mobile communication system according to claim 63 and wherein said card comprises:

- a bottom substrate;
- an electronic circuit; and
- a top substrate.

80. A selectable functionality mobile communication system according to claim 79 and wherein said bottom substrate is printed on an inside surface thereof so as to present application specific visual graphics on an outside surface thereof.

81. A selectable functionality mobile communication system according to

claim 79 and wherein said top substrate is printed on an inside surface thereof so as to present application specific visual graphics on an outside surface thereof.

82. A selectable functionality mobile communication system according to
5 claim 63 and wherein said information module is selectably accessible in response to actuation by a user of a plurality of user-actuable contact locations.

83. A selectable functionality mobile communication system according to
10 claim 82 and also including functionality which changes said information module which is accessible in response to user actuation of at least one of said plurality of user-actuable contact locations.

84. A selectable functionality mobile communication system according to
15 claim 82 and also including functionality which changes the content of said information module in response to user actuation of at least one of said plurality of user-actuable contact locations.

85. A selectable functionality mobile communication system according to
20 claim 82 and also including functionality which limits the number of times said information module is accessible in response to user actuation of a corresponding at least one of said plurality of user-actuable contact locations.

86. A selectable functionality mobile communication system comprising:
25 a function actuation card; and
a mobile device,
said function actuation card containing at least one information module
which interacts with said mobile device and causes said mobile device to interact with
an external source.

30 87. A selectable functionality mobile communication system according to claim 86 and wherein said card is sound communication enabled.

88. A selectable functionality mobile communication system according to claim 86 and wherein said card is sound and IR communication enabled.

5 89. A selectable functionality mobile communication system according to claim 86 and wherein said information module includes video content.

90. A selectable functionality mobile communication system according to claim 86 and wherein said information module includes audio content.

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91. A selectable functionality mobile communication system according to claim 86 and wherein said information module includes computer programs.

15 92. A selectable functionality mobile communication system according to claim 86 and wherein said information module includes games.

93. A selectable functionality mobile communication system according to claim 86 and wherein said information module includes entertainment content.

20 94. A selectable functionality mobile communication system according to claim 86 and wherein said information module includes security information.

95. A selectable functionality mobile communication system according to claim 86 and wherein said information module includes gaming programs.

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96. A selectable functionality mobile communication system according to claim 86 and wherein said information module includes a message.

30 97. A selectable functionality mobile communication system according to claim 86 and wherein said information module includes transactional information.

98. A selectable functionality mobile communication system according to

claim 86 and wherein said information module includes mobile commerce data.

99. A selectable functionality mobile communication system according to claim 86 and also including user actuatable programming functionality.

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100. A selectable functionality mobile communication system according to claim 86 and also including user actuatable personalization functionality.

101. A selectable functionality mobile communication system according to claim 86 and wherein said card comprises:

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- a bottom substrate;
- an electronic circuit; and
- a top substrate.

102. A selectable functionality mobile communication system according to claim 101 and wherein said bottom substrate is printed on an inside surface thereof so as to present application specific visual graphics on an outside surface thereof.

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103. A selectable functionality mobile communication system according to claim 101 and wherein said top substrate is printed on an inside surface thereof so as to present application specific visual graphics on an outside surface thereof.

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104. A selectable functionality mobile communication system according to claim 86 and wherein said information module is selectably accessible in response to actuation by a user of a plurality of user-actuatable contact locations.

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105. A selectable functionality mobile communication system according to claim 104 and also including functionality which changes said information module which is accessible in response to user actuation of at least one of said plurality of user-actuatable contact locations.

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106. A selectable functionality mobile communication system according to

claim 104 and also including functionality which changes the content of said information module in response to user actuation of at least one of said plurality of user-actuable contact locations.

5 107. A selectable functionality mobile communication system according to claim 104 and also including functionality which limits the number of times said information module is accessible in response to user actuation of a corresponding at least one of said plurality of user-actuable contact locations.

10 108. A selectable functionality mobile communication system comprising:
a server;
a mobile device; and
a function actuation card interacting with said server, via said mobile
device,
15 said function actuation card containing at least one information module which interacts with said mobile device and causes said mobile device to interact with an external source.

109. A selectable functionality mobile communication system according to
20 claim 108 and wherein said function actuation card comprises:
a user selectable transmitter for transmitting said at least one information module to said server, via said mobile device, in response to application specific actuation of said card by a user; and
an audio transducer driven by said transmitter for transmitting said at
25 least one information module to said mobile device as sound.

110. A selectable functionality mobile communication system according to claim 109 and wherein said server is a voice enabled server.

30 111. A selectable functionality mobile communication system according to claim 108 and wherein said server is an IVR enabled server.

112. A selectable functionality mobile communication system according to claim 108 and wherein said card is sound communication enabled.

113. A selectable functionality mobile communication system according to claim 108 and wherein said card is sound and IR communication enabled.

114. A selectable functionality mobile communication system according to claim 108 and wherein said information module includes computer programs.

115. A selectable functionality mobile communication system according to claim 108 and wherein said information module includes games.

116. A selectable functionality mobile communication system according to claim 108 and wherein said information module includes entertainment content.

117. A selectable functionality mobile communication system according to claim 108 and wherein said information module includes security information.

118. A selectable functionality mobile communication system according to claim 108 and wherein said information module includes gaming programs.

119. A selectable functionality mobile communication system according to claim 108 and wherein said information module includes a message.

120. A selectable functionality mobile communication system according to claim 108 and wherein said information module includes transactional information.

121. A selectable functionality mobile communication system according to claim 108 and wherein said information module includes mobile commerce data.

122. A selectable functionality mobile communication system according to claim 108 and also including user actuatable programming functionality.

123. A selectable functionality mobile communication system according to claim 108 and also including user actuatable personalization functionality.

5 124. A selectable functionality mobile communication system according to claim 108 and wherein said card comprises:

a bottom substrate;
an electronic circuit; and
a top substrate.

10 125. A selectable functionality mobile communication system according to claim 124 and wherein said bottom substrate is printed on an inside surface thereof so as to present application specific visual graphics on an outside surface thereof.

15 126. A selectable functionality mobile communication system according to claim 124 and wherein said top substrate is printed on an inside surface thereof so as to present application specific visual graphics on an outside surface thereof.

20 127. A selectable functionality mobile communication system according to claim 108 and wherein said information module is selectably accessible in response to actuation by a user of a plurality of user-actuatable contact locations.

25 128. A selectable functionality mobile communication system according to claim 127 and also including functionality which changes said information module which is accessible in response to user actuation of at least one of said plurality of user-actuatable contact locations.

30 129. A selectable functionality mobile communication system according to claim 127 and also including functionality which changes the content of said information module in response to user actuation of at least one of said plurality of user-actuatable contact locations.

130. A selectable functionality mobile communication system according to claim 127 and also including functionality which limits the number of times said information module is accessible in response to user actuation of a corresponding at least one of said plurality of user-actuable contact locations.

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131. A selectable functionality mobile communication system comprising:
a function actuation card; and
a mobile device,
said function actuation card containing at least one information module
10 which interacts with said mobile device and causes said mobile device to obtain content from an external source.

132. A selectable functionality mobile communication system according to claim 131 and wherein said card is sound communication enabled.

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133. A selectable functionality mobile communication system according to claim 131 and wherein said card is sound and IR communication enabled.

134. A selectable functionality mobile communication system according to
20 claim 131 and wherein said information module includes video content.

135. A selectable functionality mobile communication system according to claim 131 and wherein said information module includes audio content.

25 136. A selectable functionality mobile communication system according to claim 131 and wherein said information module includes computer programs.

137. A selectable functionality mobile communication system according to claim 131 and wherein said information module includes games.

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138. A selectable functionality mobile communication system according to claim 131 and wherein said information module includes entertainment content.

139. A selectable functionality mobile communication system according to claim 131 and wherein said information module includes security information.

5 140. A selectable functionality mobile communication system according to claim 131 and wherein said information module includes gaming programs.

141. A selectable functionality mobile communication system according to claim 131 and wherein said information module includes a message.

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142. A selectable functionality mobile communication system according to claim 131 and wherein said information module includes transactional information.

143. A selectable functionality mobile communication system according to
15 claim 131 and wherein said information module includes mobile commerce data.

144. A selectable functionality mobile communication system according to claim 131 and also including user actuatable programming functionality.

20 145. A selectable functionality mobile communication system according to claim 131 and also including user actuatable personalization functionality.

146. A selectable functionality mobile communication system according to claim 131 and wherein said card comprises:

25 a bottom substrate;
 an electronic circuit; and
 a top substrate.

147. A selectable functionality mobile communication system according to
30 claim 146 and wherein said bottom substrate is printed on an inside surface thereof so as to present application specific visual graphics on an outside surface thereof.

148. A selectable functionality mobile communication system according to claim 146 and wherein said top substrate is printed on an inside surface thereof so as to present application specific visual graphics on an outside surface thereof.

5 149. A selectable functionality mobile communication system according to claim 131 and wherein said information module is selectably accessible in response to actuation by a user of a plurality of user-actuable contact locations.

10 150. A selectable functionality mobile communication system according to claim 149 and also including functionality which changes said information module which is accessible in response to user actuation of at least one of said plurality of user-actuable contact locations.

15 151. A selectable functionality mobile communication system according to claim 149 and also including functionality which changes the content of said information module in response to user actuation of at least one of said plurality of user-actuable contact locations.

20 152. A selectable functionality mobile communication system according to claim 149 and also including functionality which limits the number of times said information module is accessible in response to user actuation of a corresponding at least one of said plurality of user-actuable contact locations.

25 153. A selectable functionality mobile communication system comprising:
a server;
a mobile device; and
a function actuation card interacting with said server, via said mobile device,
said function actuation card containing at least one information module
30 which interacts with said mobile device and causes said mobile device to obtain content from said server.

154. A selectable functionality mobile communication system according to claim 153 and wherein said function actuation card comprises:

a user selectable transmitter for transmitting said at least one information module to said server, via said mobile device, in response to application specific actuation of said card by a user; and

an audio transducer driven by said transmitter for transmitting said at least one information module to said mobile device as sound.

155. A selectable functionality mobile communication system according to claim 153 and wherein said server is a voice enabled server.

156. A selectable functionality mobile communication system according to claim 153 and wherein said server is an IVR enabled server.

157. A selectable functionality mobile communication system according to claim 153 and wherein said card is sound communication enabled.

158. A selectable functionality mobile communication system according to claim 153 and wherein said card is sound and IR communication enabled.

159. A selectable functionality mobile communication system according to claim 153 and wherein said information module includes computer programs.

160. A selectable functionality mobile communication system according to claim 153 and wherein said information module includes games.

161. A selectable functionality mobile communication system according to claim 153 and wherein said information module includes entertainment content.

162. A selectable functionality mobile communication system according to claim 153 and wherein said information module includes security information.

163. A selectable functionality mobile communication system according to claim 153 and wherein said information module includes gaming programs.

164. A selectable functionality mobile communication system according to claim 153 and wherein said information module includes a message.

165. A selectable functionality mobile communication system according to claim 153 and wherein said information module includes transactional information.

166. A selectable functionality mobile communication system according to claim 153 and wherein said information module includes mobile commerce data.

167. A selectable functionality mobile communication system according to claim 153 and also including user actuatable programming functionality.

168. A selectable functionality mobile communication system according to claim 153 and also including user actuatable personalization functionality.

169. A selectable functionality mobile communication system according to claim 153 and wherein said card comprises:

- a bottom substrate;
- an electronic circuit; and
- a top substrate.

170. A selectable functionality mobile communication system according to claim 169 and wherein said bottom substrate is printed on an inside surface thereof so as to present application specific visual graphics on an outside surface thereof.

171. A selectable functionality mobile communication system according to claim 169 and wherein said top substrate is printed on an inside surface thereof so as to present application specific visual graphics on an outside surface thereof.

172. A selectable functionality mobile communication system according to claim 153 and wherein said information module is selectably accessible in response to actuation by a user of a plurality of user-actuable contact locations.

5 173. A selectable functionality mobile communication system according to claim 172 and also including functionality which changes said information module which is accessible in response to user actuation of at least one of said plurality of user-actuable contact locations.

10 174. A selectable functionality mobile communication system according to claim 172 and also including functionality which changes the content of said information module in response to user actuation of at least one of said plurality of user-actuable contact locations.

15 175. A selectable functionality mobile communication system according to claim 172 and also including functionality which limits the number of times said information module is accessible in response to user actuation of a corresponding at least one of said plurality of user-actuable contact locations.

20 176. A selectable functionality mobile communication system comprising:
a server;
a mobile communicator;
a function actuation card interacting with said server, via said mobile communicator; and
25 a television set-top box,
said function actuation card containing at least one information module which interacts with said server, via said mobile communicator, and with said set-top box and causes said set-top box to receive information from an external source.

30 177. A selectable functionality mobile communication system according to claim 176 and wherein said function actuation card comprises:
a user selectable transmitter for transmitting said at least one information

module to said server, via said mobile communicator, in response to application specific actuation of said card by a user; and

an audio transducer driven by said transmitter for transmitting said at least one information module to said mobile communicator as sound.

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178. A selectable functionality mobile communication system according to claim 176 and wherein said server is a voice enabled server.

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179. A selectable functionality mobile communication system according to claim 176 and wherein said server is an IR enabled server.

180. A selectable functionality mobile communication system according to claim 176 and wherein said card is sound communication enabled.

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181. A selectable functionality mobile communication system according to claim 176 and wherein said card is sound and IR communication enabled.

182. A selectable functionality mobile communication system according to claim 176 and wherein said information module includes computer programs.

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183. A selectable functionality mobile communication system according to claim 176 and wherein said information module includes games.

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184. A selectable functionality mobile communication system according to claim 176 and wherein said information module includes entertainment content.

185. A selectable functionality mobile communication system according to claim 176 and wherein said information module includes security information.

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186. A selectable functionality mobile communication system according to claim 176 and wherein said information module includes gaming programs.

187. A selectable functionality mobile communication system according to claim 176 and wherein said information module includes a message.

188. A selectable functionality mobile communication system according to claim 176 and wherein said information module includes transactional information.

189. A selectable functionality mobile communication system according to claim 176 and wherein said information module includes mobile commerce data.

190. A selectable functionality mobile communication system according to claim 176 and also including user actuatable programming functionality.

191. A selectable functionality mobile communication system according to claim 176 and also including user actuatable personalization functionality.

192. A selectable functionality mobile communication system according to claim 176 and wherein said card comprises:

- a bottom substrate;
- an electronic circuit; and
- a top substrate.

193. A selectable functionality mobile communication system according to claim 192 and wherein said bottom substrate is printed on an inside surface thereof so as to present application specific visual graphics on an outside surface thereof.

194. A selectable functionality mobile communication system according to claim 192 and wherein said top substrate is printed on an inside surface thereof so as to present application specific visual graphics on an outside surface thereof.

195. A selectable functionality mobile communication system according to claim 176 and wherein said information module is selectably accessible in response to actuation by a user of a plurality of user-actuatable contact locations.

196. A selectable functionality mobile communication system according to claim 195 and also including functionality which changes said information module which is accessible in response to user actuation of at least one of said plurality of user-actuable contact locations.

197. A selectable functionality mobile communication system according to claim 195 and also including functionality which changes the content of said information module in response to user actuation of at least one of said plurality of user-actuable contact locations.

198. A selectable functionality mobile communication system according to claim 195 and also including functionality which limits the number of times said information module is accessible in response to user actuation of a corresponding at least one of said plurality of user-actuable contact locations.

199. A user-interface card for use with a voice communications device, said user-interface card comprising:

a plurality of information modules each operative to actuate an application on said voice communications device;

a user selectable transmitter for transmitting a selected one of said plurality of information modules to said voice communications device, in response to application specific actuation of said card by a user; and

an audio transducer driven by said transmitter for transmitting said selected one of said plurality of information modules to said voice communications device as sound.

200. A user-interface card according to claim 199 and wherein said card is sound communication enabled.

201. A user-interface card according to claim 199 and wherein said card is sound and IR communication enabled.

202. A user-interface card according to claim 199 and wherein said plurality of information modules includes video content.

5 203. A user-interface card according to claim 199 and wherein said plurality of information modules includes audio content.

204. A user-interface card according to claim 199 and wherein said plurality of information modules includes computer programs.

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205. A user-interface card according to claim 199 and wherein said plurality of information modules includes games.

15 206. A user-interface card according to claim 199 and wherein said plurality of information modules includes entertainment content.

207. A user-interface card according to claim 199 and wherein said plurality of information modules includes security information.

20 208. A user-interface card according to claim 199 and wherein said plurality of information modules includes gaming programs.

209. A user-interface card according to claim 199 and wherein said plurality of information modules includes a message.

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210. A user-interface card according to claim 199 and wherein said plurality of information modules includes transactional information.

30 211. A user-interface card according to claim 199 and wherein said plurality of information modules includes mobile commerce data.

212. A user-interface card according to claim 199 and also including user

actuable programming functionality.

213. A user-interface card according to claim 199 and also including user actuable personalization functionality.

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214. A user-interface card according to claim 199 and wherein said card comprises:

a bottom substrate;
an electronic circuit; and
10 a top substrate.

215. A user-interface card according to claim 214 and wherein said bottom substrate is printed on an inside surface thereof so as to present application specific visual graphics on an outside surface thereof.

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216. A user-interface card according to claim 214 and wherein said top substrate is printed on an inside surface thereof so as to present application specific visual graphics on an outside surface thereof.

20 217. A user-interface card according to claim 199 and wherein said plurality of information modules are selectably accessible in response to actuation by a user of a plurality of user-actuable contact locations.

218. A user-interface card according to claim 217 and also including
25 functionality which changes information modules which are accessible in response to user actuation of at least one of said plurality of user-actuable contact locations.

219. A user-interface card according to claim 217 and also including
functionality which changes the content of at least one of said plurality of information
30 modules in response to user actuation of at least one of said plurality of user-actuable contact locations.

220. A user-interface card according to claim 217 and also including functionality which limits the number of times at least one of a plurality of information modules are accessible in response to user actuation of a corresponding at least one of said plurality of user-actuable contact locations.

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221. A user-interface card for use with a voice communications device, said user-interface card comprising:

a plurality of information modules each operative to actuate an application on said voice communications device;

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a user selectable transmitter for transmitting a selected one of said plurality of information modules to said voice communications device, in response to application specific actuation of said card by a user; and

an IR transducer driven by said transmitter for transmitting said selected one of said plurality of information modules to said voice communications device as sound.

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222. A user-interface card according to claim 221 and wherein said card is sound communication enabled.

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223. A user-interface card according to claim 221 and wherein said card is sound and IR communication enabled.

224. A user-interface card according to claim 221 and wherein said plurality of information modules includes video content.

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225. A user-interface card according to claim 221 and wherein said plurality of information modules includes audio content.

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226. A user-interface card according to claim 221 and wherein said plurality of information modules includes computer programs.

227. A user-interface card according to claim 221 and wherein said plurality

of information modules includes games.

228. A user-interface card according to claim 221 and wherein said plurality of information modules includes entertainment content.

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229. A user-interface card according to claim 221 and wherein said plurality of information modules includes security information.

230. A user-interface card according to claim 221 and wherein said plurality of information modules includes gaming programs.

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231. A user-interface card according to claim 221 and wherein said plurality of information modules includes a message.

232. A user-interface card according to claim 221 and wherein said plurality of information modules includes transactional information.

15

233. A user-interface card according to claim 221 and wherein said plurality of information modules includes mobile commerce data.

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234. A user-interface card according to claim 221 and also including user actuatable programming functionality.

235. A user-interface card according to claim 221 and also including user actuatable personalization functionality.

25

236. A user-interface card according to claim 221 and wherein said card comprises:

- a bottom substrate;
- an electronic circuit; and
- a top substrate.

30

237. A user-interface card according to claim 236 and wherein said bottom substrate is printed on an inside surface thereof so as to present application specific visual graphics on an outside surface thereof.

5 238. A user-interface card according to claim 236 and wherein said top substrate is printed on an inside surface thereof so as to present application specific visual graphics on an outside surface thereof.

239. A user-interface card according to claim 221 and wherein said plurality
10 of information modules are selectably accessible in response to actuation by a user of a plurality of user-actuable contact locations.

240. A user-interface card according to claim 239 and also including
15 functionality which changes information modules which are accessible in response to user actuation of at least one of said plurality of user-actuable contact locations.

241. A user-interface card according to claim 239 and also including
20 functionality which changes the content of at least one of said plurality of information modules in response to user actuation of at least one of said plurality of user-actuable contact locations.

242. A user-interface card according to claim 239 and also including
25 functionality which limits the number of times at least one of a plurality of information modules are accessible in response to user actuation of a corresponding at least one of said plurality of user-actuable contact locations.

243. A communications method for communicating in the context of an existing call between a voice communications device and a server comprising:

30 providing a user-interface card including a plurality of information modules each operative to actuate an application on said server;

transmitting a selected one of said plurality of information modules to said server, via said voice communications device, as sound, in response to application

specific actuation of said card by a user.

244. A communications method according to claim 243 and wherein said transmitting includes transmitting video content.

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245. A communications method according to claim 243 and wherein said transmitting includes transmitting audio content.

246. A communications method according to claim 243 and wherein said transmitting includes transmitting computer programs.

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247. A communications method according to claim 243 and wherein said transmitting includes transmitting games.

248. A communications method according to claim 243 and wherein said transmitting includes transmitting entertainment content.

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249. A communications method according to claim 243 and wherein said transmitting includes transmitting security information.

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250. A communications method according to claim 243 and wherein said transmitting includes transmitting gaming programs.

251. A communications method according to claim 243 and wherein said transmitting includes transmitting a message.

25

252. A communications method according to claim 243 and wherein said transmitting includes transmitting transactional information.

253. A communications method according to claim 243 and wherein said transmitting includes transmitting mobile commerce data.

30

254. A mobile communications method comprising:
providing a voice enabled server;
providing a user-interface card including a plurality of information
modules each operative to actuate an application on said server;
5 actuating a voice communications device to call said server; and
transmitting a selected one of said plurality of information modules to
said server, via said voice communications device, as sound, in response to application
specific actuation of said card by a user.

10 255. A mobile communications method according to claim 254 and wherein
said transmitting includes transmitting video content.

256. A mobile communications method according to claim 254 and wherein
said transmitting includes transmitting audio content.

15 257. A mobile communications method according to claim 254 and wherein
said transmitting includes transmitting computer programs.

258. A mobile communications method according to claim 254 and wherein
20 said transmitting includes transmitting games.

259. A mobile communications method according to claim 254 and wherein
said transmitting includes transmitting entertainment content.

25 260. A mobile communications method according to claim 254 and wherein
said transmitting includes transmitting security information.

261. A mobile communications method according to claim 254 and wherein
said transmitting includes transmitting gaming programs.

30 262. A mobile communications method according to claim 254 and wherein
said transmitting includes transmitting a message.

263. A mobile communications method according to claim 254 and wherein said transmitting includes transmitting transactional information.

5 264. A mobile communications method according to claim 254 and wherein said transmitting includes transmitting mobile commerce data.

265. A mobile communications method comprising:
providing a mobile device;
10 providing a function actuation card containing at least one audio and visual actuating information module; and
interacting with said mobile device by actuating said at least one audio and visual actuating information module.

15 266. A mobile communications method according to claim 265 and wherein said information module includes computer programs.

267. A mobile communications method according to claim 265 and wherein said information module includes games.

20 268. A mobile communications method according to claim 265 and wherein said information module includes entertainment content.

269. A mobile communications method according to claim 265 and wherein
25 said information module includes security information.

270. A mobile communications method according to claim 265 and wherein said information module includes gaming programs.

30 271. A mobile communications method according to claim 265 and wherein said information module includes a message.

272. A mobile communications method according to claim 265 and wherein said information module includes transactional information.

273. A mobile communications method according to claim 265 and wherein
5 said information module includes mobile commerce data.

274. A mobile communications method comprising:
providing a server and a mobile device;
providing a function actuation card containing at least one audio and
10 visual actuating information module; and
interacting with said server, via said mobile device, by actuating said at least one audio and visual actuating information module.

275. A mobile communications method according to claim 274 and wherein
15 said information module includes computer programs.

276. A mobile communications method according to claim 274 and wherein said information module includes games.

20 277. A mobile communications method according to claim 274 and wherein said information module includes entertainment content.

278. A mobile communications method according to claim 274 and wherein said information module includes security information.

25 279. A mobile communications method according to claim 274 and wherein said information module includes gaming programs.

280. A mobile communications method according to claim 274 and wherein
30 said information module includes a message.

281. A mobile communications method according to claim 274 and wherein

said information module includes transactional information.

282. A mobile communications method according to claim 274 and wherein said information module includes mobile commerce data.

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283. A mobile communications method comprising:
providing a function actuation card and a mobile device; and
interacting with an external source, via said mobile device, by actuating a
function actuation card containing at least one information module which interacts with
10 said mobile device.

284. A mobile communications method according to claim 283 and wherein said information module includes computer programs.

15 285. A mobile communications method according to claim 283 and wherein said information module includes games.

286. A mobile communications method according to claim 283 and wherein said information module includes entertainment content.

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287. A mobile communications method according to claim 283 and wherein said information module includes security information.

288. A mobile communications method according to claim 283 and wherein
25 said information module includes gaming programs.

289. A mobile communications method according to claim 283 and wherein said information module includes a message.

30 290. A mobile communications method according to claim 283 and wherein said information module includes transactional information.

291. A mobile communications method according to claim 283 and wherein said information module includes mobile commerce data.

292. A mobile communications method comprising:
5 providing a server;
providing a mobile device;
interacting with said server, via said mobile device, by actuating a function actuation card containing at least one information module; and
interacting with an external source, via said mobile device, by actuating
10 said information module which interacts with said mobile device.

293. A mobile communications method according to claim 292 and wherein said information module includes computer programs.

15 294. A mobile communications method according to claim 292 and wherein said information module includes games.

295. A mobile communications method according to claim 292 and wherein said information module includes entertainment content.

20 296. A mobile communications method according to claim 292 and wherein said information module includes security information.

25 297. A mobile communications method according to claim 292 and wherein said information module includes gaming programs.

298. A mobile communications method according to claim 292 and wherein said information module includes a message.

30 299. A mobile communications method according to claim 292 and wherein said information module includes transactional information.

300. A mobile communications method according to claim 292 and wherein said information module includes mobile commerce data.

301. A mobile communications method comprising:
5 providing a mobile device;
providing a function actuation card containing at least one information module; and
obtaining content from an external source, via said mobile device, by interaction of said at least one information module with said mobile device.

10 302. A mobile communications method according to claim 301 and wherein said obtaining includes obtaining video content.

303. A mobile communications method according to claim 301 and wherein
15 said obtaining includes obtaining audio content.

304. A mobile communications method according to claim 301 and wherein said obtaining includes obtaining computer programs.

20 305. A mobile communications method according to claim 301 and wherein said obtaining includes obtaining games.

306. A mobile communications method according to claim 301 and wherein said obtaining includes obtaining entertainment content.

25 307. A mobile communications method according to claim 301 and wherein said obtaining includes obtaining security information.

308. A mobile communications method according to claim 301 and wherein
30 said obtaining includes obtaining gaming programs.

309. A mobile communications method according to claim 301 and wherein

said obtaining includes obtaining a message.

310. A mobile communications method according to claim 301 and wherein said obtaining includes obtaining transactional information.

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311. A mobile communications method according to claim 301 and wherein said obtaining includes obtaining mobile commerce data.

312. A mobile communications method comprising:
10 providing a server;
providing a mobile device;
providing a function actuation card containing at least one information module; and
obtaining content from said server, via said mobile device, by interaction
15 of said at least one information module with said mobile device.

313. A mobile communications method according to claim 312 and wherein said obtaining includes obtaining video content.

20 314. A mobile communications method according to claim 312 and wherein said obtaining includes obtaining audio content.

315. A mobile communications method according to claim 312 and wherein said obtaining includes obtaining computer programs.

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316. A mobile communications method according to claim 312 and wherein said obtaining includes obtaining games.

317. A mobile communications method according to claim 312 and wherein
30 said obtaining includes obtaining entertainment content.

318. A mobile communications method according to claim 312 and wherein

said obtaining includes obtaining security information.

319. A mobile communications method according to claim 312 and wherein said obtaining includes obtaining gaming programs.

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320. A mobile communications method according to claim 312 and wherein said obtaining includes obtaining a message.

321. A mobile communications method according to claim 312 and wherein said obtaining includes obtaining transactional information.

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322. A mobile communications method according to claim 312 and wherein said obtaining includes obtaining mobile commerce data.

323. A communications method for communicating with a voice communications device comprising:

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providing a user interface card including a plurality of information modules each operative to actuate an application on said voice communications device; and

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transmitting a selected one of said plurality of information modules to said voice communications device, as sound, in response to application specific actuation of said card by a user.

324. A communications method according to claim 323 and wherein said transmitting includes transmitting video content.

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325. A communications method according to claim 323 and wherein said transmitting includes transmitting audio content.

326. A communications method according to claim 323 and wherein said transmitting includes transmitting computer programs.

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327. A communications method according to claim 323 and wherein said transmitting includes transmitting games.

328. A communications method according to claim 323 and wherein said
5 transmitting includes transmitting entertainment content.

329. A communications method according to claim 323 and wherein said transmitting includes transmitting security information.

10 330. A communications method according to claim 323 and wherein said transmitting includes transmitting gaming programs.

331. A communications method according to claim 323 and wherein said transmitting includes transmitting a message.

15 332. A communications method according to claim 323 and wherein said transmitting includes transmitting transactional information.

333. A communications method according to claim 323 and wherein said
20 transmitting includes transmitting mobile commerce data.

334. A communications method for communicating with a voice communications device comprising:

25 providing a user interface card including a plurality of information modules each operative to actuate an application on said voice communications device; and

transmitting a selected one of said plurality of information modules to said voice communications device, employing IR communication, in response to application specific actuation of said card by a user.

30 335. A communications method according to claim 334 and wherein said transmitting includes transmitting video content.

336. A communications method according to claim 334 and wherein said transmitting includes transmitting audio content.

5 337. A communications method according to claim 334 and wherein said transmitting includes transmitting computer programs.

338. A communications method according to claim 334 and wherein said transmitting includes transmitting games.

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339. A communications method according to claim 334 and wherein said transmitting includes transmitting entertainment content.

15 340. A communications method according to claim 334 and wherein said transmitting includes transmitting security information.

341. A communications method according to claim 334 and wherein said transmitting includes transmitting gaming programs.

20 342. A communications method according to claim 334 and wherein said transmitting includes transmitting a message.

343. A communications method according to claim 334 and wherein said transmitting includes transmitting transactional information.

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344. A communications method according to claim 334 and wherein said transmitting includes transmitting mobile commerce data.

345. A method for distributing content comprising:

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providing a user interface card having at least one user-actuable contact location and at least one information module selectably accessible in response to actuation by a user of said at least one user-actuable contact location, said at least one

information module enabling user-independent access to content sought to be distributed; and

employing said user interface card in association with a mobile communications device to access said content.

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346. A method for distributing content according to claim 345 and wherein said information module includes computer programs.

347. A method for distributing content according to claim 345 and wherein
10 said information module includes games.

348. A method for distributing content according to claim 345 and wherein said information module includes entertainment content.

15 349. A method for distributing content according to claim 345 and wherein said information module includes security information.

350. A method for distributing content according to claim 345 and wherein said information module includes gaming programs.

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351. A method for distributing content according to claim 345 and wherein said information module includes a message.

352. A method for distributing content according to claim 345 and wherein
25 said information module includes transactional information.

353. A method for distributing content according to claim 345 and wherein said information module includes mobile commerce data.

30 354. A user-interface card for use with an interactive communications device, said user-interface card comprising:
a plurality of user-actuable contact locations;

a plurality of information modules selectably accessible in response to actuation by a user of said plurality of user-actuable contact locations; and

a communications interface providing communication of said information modules to said interactive communications device in response to said actuation.

355. A user-interface card according to claim 354 and wherein said communications interface comprises a plurality of ports.

356. A user-interface card according to claim 355 and wherein a first one of said plurality of ports communicates contact location actuation data and a second one of said plurality of ports communicates information module data.

357. A user-interface card according to claim 354 and also comprising a contact location actuation data processor which provides information module selection inputs operative to cause communication of selected information modules via said communications interface.

358. A user-interface card according to claim 354 and also comprising contact location actuation feedback functionality operative to provide feedback to said user in response to said actuation of at least one of said plurality of user-actuable contact locations.

359. A user-interface card according to claim 357 and also comprising contact location actuation feedback functionality operative to provide feedback to said user in response to said actuation of at least one of said plurality of user-actuable contact locations.

360. A user-interface card according to claim 358 and wherein said contact location actuation feedback functionality includes tactile feedback functionality associated with at least some of said plurality of user-actuable contact locations.

361. A user-interface card according to claim 354 and also comprising at least one visually sensible information module indicator associated with each of said plurality of user-actuable contact locations.

5 362. A user-interface card according to claim 354 and wherein said plurality of information modules includes at least one information string.

363. A user-interface card according to claim 354 and wherein said plurality of information modules includes video content.

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364. A user-interface card according to claim 354 and wherein said plurality of information modules includes audio content.

15 365. A user-interface card according to claim 354 and wherein said plurality of information modules includes computer programs.

366. A user-interface card according to claim 354 and wherein said plurality of information modules includes games.

20 367. A user-interface card according to claim 354 and wherein said plurality of information modules includes entertainment content.

368. A user-interface card according to claim 354 and wherein said plurality of information modules includes security information.

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369. A user-interface card according to claim 354 and wherein said plurality of information modules includes gaming programs.

30 370. A user-interface card according to claim 354 and wherein said plurality of information modules includes a message.

371. A user-interface card according to claim 354 and wherein said plurality

of information modules includes transactional information.

372. A user-interface card according to claim 354 and wherein said plurality of information modules includes a request to be sent by a mobile device to a remote server to download information from said server.

373. A user-interface card according to claim 354 and wherein said plurality of information modules includes mobile commerce data.

374. A user-interface card according to claim 354 and wherein said card does not contain a source of electrical power.

375. A user-interface card according to claim 354 and also including user actuable programming functionality.

376. A user-interface card according to claim 354 and also including user actuable personalization functionality.

377. A user-interface card according to claim 354 and also including functionality which limits the number of times at least one of a plurality of information modules are accessible in response to user actuation of a corresponding at least one of said plurality of user-actuable contact locations.

378. A user-interface card according to claim 354 and also including functionality which changes information modules which are accessible in response to user actuation of at least one of said plurality of user-actuable contact locations.

379. A user-interface card according to claim 354 and also including functionality which changes the content of at least one of said plurality of information modules in response to user actuation of at least one of said plurality of user-actuable contact locations.

380. A user-interface card according to claim 354 and wherein said interactive communications device is a television set-top box.

381. A user-interface card according to claim 380 and wherein said communications interface providing communication in response to said actuation also provides communication to another interactive communications device operating as a back-channel communicator.

382. A user-interface subsystem for use with an interactive communications device, said user-interface subsystem comprising:

a user-interface card comprising:

a plurality of user-actuable contact locations;

a plurality of information modules selectably accessible in response to actuation by a user of said plurality of user-actuable contact locations; and

a communications interface providing communication of said information modules to said interactive communications device in response to said actuation; and

a user-interface card intermediary operative to communicate with said communications interface of said user-interface card and with said interactive communications device.

383. A user-interface subsystem according to claim 382 and wherein said user-interface card intermediary comprises:

an information module receiver operative to receive said information modules from said user-interface card; and

an information module transmitter operative to transmit received information modules to said interactive communications device.

384. A user-interface subsystem according to claim 383 and wherein said user-interface card intermediary also comprises an information module processor for processing at least some of said received information modules.

385. A user-interface subsystem according to claim 382 and wherein said user-interface card intermediary comprises:

an information receiver operative to receive information from said interactive communications device; and

5 an information transmitter operative to transmit received information to said user-interface card.

386. A user-interface subsystem according to claim 385 and wherein said user-interface card intermediary also comprises an information processor for processing
10 at least some of said received information.

387. A user-interface subsystem according to claim 382 and wherein said communications interface comprises a plurality of card ports.

15 388. A user-interface subsystem according to claim 387 and wherein a first one of said plurality of card ports communicates contact location actuation data and a second one of said plurality of card ports communicates information module data.

20 389. A user-interface subsystem according to claim 382 and also comprising a contact location actuation data processor which provides information module selection inputs operative to cause communication of selected information modules via said communications interface.

25 390. A user-interface subsystem according to claim 382 and also comprising contact location actuation feedback functionality operative to provide feedback to said user in response to said actuation of at least one of said plurality of user-actuable contact locations.

30 391. A user-interface subsystem according to claim 389 and also comprising contact location actuation feedback functionality operative to provide feedback to said user in response to said actuation of at least one of said plurality of user-actuable contact locations.

392. A user-interface subsystem according to claim 390 and wherein said contact location actuation feedback functionality includes tactile feedback functionality associated with at least some of said plurality of user-actuable contact locations.

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393. A user-interface subsystem according to claim 382 and also comprising at least one visually sensible information module indicator associated with each of said plurality of user-actuable contact locations.

10 394. A user-interface subsystem according to claim 382 and wherein said plurality of information modules includes at least one information string.

395. A user-interface subsystem according to claim 382 and wherein said plurality of information modules includes video content.

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396. A user-interface subsystem according to claim 382 and wherein said plurality of information modules includes audio content.

20 397. A user-interface subsystem according to claim 382 and wherein said plurality of information modules includes computer programs.

398. A user-interface subsystem according to claim 382 and wherein said plurality of information modules includes games.

25 399. A user-interface subsystem according to claim 382 and wherein said plurality of information modules includes entertainment content.

400. A user-interface subsystem according to claim 382 and wherein said plurality of information modules includes security information.

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401. A user-interface subsystem according to claim 382 and wherein said plurality of information modules includes gaming programs.

402. A user-interface subsystem according to claim 382 and wherein said plurality of information modules includes a message.

5 403. A user-interface subsystem according to claim 382 and wherein said plurality of information modules includes transactional information.

404. A user-interface subsystem according to claim 382 and wherein said plurality of information modules includes a request to be sent by a mobile device to a
10 remote server to download information from said server.

405. A user-interface subsystem according to claim 382 and wherein said plurality of information modules includes mobile commerce data.

15 406. A user-interface subsystem according to claim 382 and wherein said user-interface card does not contain a source of electrical power.

407. A user-interface subsystem according to claim 382 and also including user actuatable programming functionality.
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408. A user-interface subsystem according to claim 382 and also including user actuatable personalization functionality.

409. A user-interface subsystem according to claim 382 and wherein said
25 user-interface card intermediary comprises at least one wireless communications link.

410. A user-interface subsystem according to claim 382 and wherein said user-interface card intermediary comprises a plurality of intermediary ports.

30 411. A user-interface subsystem according to claim 410 and wherein a first one of said plurality of intermediary ports communicates contact location actuation data and a second one of said plurality of intermediary ports communicates information

module data.

412. A user-interface subsystem according to claim 409 and wherein said at least one wireless link interconnects said intermediary and said interactive communications device.

413. A user-interface subsystem according to claim 382 and also including functionality which limits the number of times at least one of a plurality of information modules are accessible in response to user actuation of a corresponding at least one of said plurality of user-actuable contact locations.

414. A user-interface subsystem according to claim 382 and also including functionality which changes information modules which are accessible in response to user actuation of at least one of said plurality of user-actuable contact locations.

415. A user-interface subsystem according to claim 382 and also including functionality which changes the content of at least one of said plurality of information modules in response to user actuation of at least one of said plurality of user-actuable contact locations.

416. A user-interface subsystem according to claim 382 and wherein said interactive communications device is a television set-top box.

417. A user-interface subsystem according to claim 416 and wherein said communications interface providing communication in response to said actuation also provides communication to another interactive communications device operating as a back-channel communicator.

418. A physical hyperlink system comprising:
a user-selectable function operative device; and
a user-interface card comprising:
a plurality of user-actuable contact locations;

a plurality of information modules selectably accessible in response to actuation by a user of said plurality of user-actuable contact locations; and

a communications interface providing communication of said information modules to said user-selectable function operative device in response to said actuation.

419. A physical hyperlink system according to claim 418 and also comprising an intermediary for communicating with said user-interface card and with said user-selectable function operative device.

420. A physical hyperlink system according to claim 418 and wherein said user-selectable function operative device is operative in response to user actuation of at least one of said plurality of user-actuable contact locations on said user-interface card to cause information to be downloaded to said user-selectable function operative device.

421. A physical hyperlink system according to claim 420 and wherein said information to be downloaded is downloaded from said user-interface card.

422. A physical hyperlink system according to claim 420 and wherein said information to be downloaded is downloaded from an external information source.

423. A physical hyperlink system according to claim 418 and wherein said user-selectable function operative device comprises a communicator.

424. A physical hyperlink system according to claim 418 and wherein said user-selectable function operative device comprises a game device.

425. A physical hyperlink system according to claim 418 and wherein said user-selectable function operative device comprises a television and associated set-top box.

426. A physical hyperlink system according to claim 418 and wherein said

user-selectable function operative device comprises a communicator connected to a communications network.

427. A physical hyperlink system according to claim 419 and wherein said intermediary comprises:

an information module receiver operative to receive said information modules from said user-interface card; and

an information module transmitter operative to transmit received information modules to said user-selectable function operative device.

428. A physical hyperlink system according to claim 427 and wherein said intermediary also comprises an information module processor for processing at least some of said received information modules.

429. A physical hyperlink system according to claim 419 and wherein said intermediary comprises:

an information receiver operative to receive information from said user-selectable function operative device; and

an information transmitter operative to transmit received information to said user-interface card.

430. A physical hyperlink system according to claim 429 and wherein said intermediary also comprises an information processor for processing at least some of said received information.

431. A physical hyperlink system according to claim 418 and wherein said communications interface comprises a plurality of card ports.

432. A physical hyperlink system according to claim 431 and wherein a first one of said plurality of card ports communicates contact location actuation data and a second one of said plurality of card ports communicates information module data.

433. A physical hyperlink system according to claim 418 and also comprising a contact location actuation data processor which provides information module selection inputs operative to cause communication of selected information modules via said communications interface.

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434. A physical hyperlink system according to claim 418 and also comprising contact location actuation feedback functionality operative to provide feedback to said user in response to said actuation of at least one of said plurality of user-actuable contact locations.

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435. A physical hyperlink system according to claim 433 and also comprising contact location actuation feedback functionality operative to provide feedback to said user in response to said actuation of at least one of said plurality of user-actuable contact locations.

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436. A physical hyperlink system according to claim 434 and wherein said contact location actuation feedback functionality includes tactile feedback functionality associated with at least some of said plurality of user-actuable contact locations.

20

437. A physical hyperlink system according to claim 418 and also comprising at least one visually sensible information module indicator associated with each of said plurality of user-actuable contact locations.

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438. A physical hyperlink system according to claim 418 and wherein said plurality of information modules includes at least one information string.

439. A physical hyperlink system according to claim 418 and wherein said plurality of information modules includes video content.

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440. A physical hyperlink system according to claim 418 and wherein said plurality of information modules includes audio content.

441. A physical hyperlink system according to claim 418 and wherein said plurality of information modules includes computer programs.

442. A physical hyperlink system according to claim 418 and wherein said plurality of information modules includes games.

443. A physical hyperlink system according to claim 418 and wherein said plurality of information modules includes entertainment content.

444. A physical hyperlink system according to claim 418 and wherein said plurality of information modules includes security information.

445. A physical hyperlink system according to claim 418 and wherein said plurality of information modules includes gaming programs.

446. A physical hyperlink system according to claim 418 and wherein said plurality of information modules includes a message.

447. A physical hyperlink system according to claim 418 and wherein said plurality of information modules includes transactional information.

448. A physical hyperlink system according to claim 418 and wherein said plurality of information modules includes a request to be sent by a mobile device to a remote server to download information from said server.

449. A physical hyperlink system according to claim 418 and wherein said plurality of information modules includes mobile commerce data.

450. A physical hyperlink system according to claim 418 and wherein said user-interface card does not contain a source of electrical power.

451. A physical hyperlink system according to claim 418 and also including

user actuable programming functionality.

452. A physical hyperlink system according to claim 418 and also including user actuable personalization functionality.

5

453. A physical hyperlink system according to claim 419 and wherein said intermediary comprises at least one wireless communications link.

454. A physical hyperlink system according to claim 419 and wherein said intermediary comprises a plurality of intermediary ports.

10

455. A physical hyperlink system according to claim 454 and wherein a first one of said plurality of intermediary ports communicates contact location actuation data and a second one of said plurality of intermediary ports communicates information module data.

15

456. A physical hyperlink system according to claim 453 and wherein said at least one wireless link interconnects said intermediary and said user-selectable function operative device.

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457. A physical hyperlink system according to claim 418 and also including functionality which limits the number of times at least one of a plurality of information modules are accessible in response to user actuation of a corresponding at least one of said plurality of user-actuable contact locations.

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458. A physical hyperlink system according to claim 418 and also including functionality which changes information modules which are accessible in response to user actuation of at least one of said plurality of user-actuable contact locations.

459. A physical hyperlink system according to claim 418 and also including functionality which changes the content of at least one of said plurality of information modules in response to user actuation of at least one of said plurality of user-actuable

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contact locations.

460. A physical hyperlink system according to claim 418 and wherein said user-selectable function operating device is a television set-top box.

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461. A physical hyperlink system according to claim 460 and wherein said communications interface providing communication in response to said actuation also provides communication to another user-selectable function operating device operating as a back-channel communicator.

10

462. A selectable functionality mobile communication system comprising:
a function actuation card;
a function actuation card/mobile device intermediary; and
a function selectable mobile device,

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said function actuation card containing at least one audio-visual information module which interacts with at least one of said intermediary and said mobile device.

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463. A selectable functionality mobile communication system according to claim 462 and wherein said function actuation card comprises:

a plurality of user-actuable contact locations;
a plurality of information modules selectably accessible in response to actuation by a user of said plurality of user-actuable contact locations; and
a communications interface providing communication of said
25 information modules to said function selectable mobile device in response to said actuation.

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464. A selectable functionality mobile communication system according to claim 462 and wherein said intermediary and said mobile device communicate with each other in a wireless manner.

465. A selectable functionality mobile communication system according to

claim 462 and wherein said intermediary and said mobile device communicate with each other in a bi-directional communications manner.

466. A selectable functionality mobile communication system according to claim 462 and wherein said at least one information module is modifiable through communication between said function actuation card and at least one of said intermediary and said mobile device.

467. A selectable functionality mobile communication system according to claim 462 and wherein said intermediary includes a user interface.

468. A selectable functionality mobile communication system according to claim 467 and wherein said user interface includes selection buttons.

469. A selectable functionality mobile communication system according to claim 467 and wherein said user interface includes a ringer.

470. A selectable functionality mobile communication system according to claim 467 and wherein said user interface includes an LED.

471. A selectable functionality mobile communication system according to claim 463 and wherein said intermediary comprises:

an information module receiver operative to receive said information modules from said function actuation card; and

an information module transmitter operative to transmit received information modules to said function selectable mobile device.

472. A selectable functionality mobile communication system according to claim 471 and wherein said intermediary also comprises an information module processor for processing at least some of said received information modules.

473. A selectable functionality mobile communication system according to

claim 463 and wherein said intermediary comprises:

an information receiver operative to receive information from said function selectable mobile device; and

an information transmitter operative to transmit received information to said function actuation card.

474. A selectable functionality mobile communication system according to claim 473 and wherein said intermediary also comprises an information processor for processing at least some of said received information.

475. A selectable functionality mobile communication system according to claim 463 and wherein said communications interface comprises a plurality of card ports.

476. A selectable functionality mobile communication system according to claim 475 and wherein a first one of said plurality of card ports communicates contact location actuation data and a second one of said plurality of card ports communicates information module data.

477. A selectable functionality mobile communication system according to claim 463 and also comprising a contact location actuation data processor which provides information module selection inputs operative to cause communication of selected information modules via said communications interface.

478. A selectable functionality mobile communication system according to claim 463 and also comprising contact location actuation feedback functionality operative to provide feedback to said user in response to said actuation of said plurality of user-actuable contact locations.

479. A selectable functionality mobile communication system according to claim 477 and also comprising contact location actuation feedback functionality operative to provide feedback to said user in response to said actuation of said plurality

of user-actuable contact locations.

480. A selectable functionality mobile communication system according to claim 478 and wherein said contact location actuation feedback functionality includes tactile feedback functionality associated with at least some of said plurality of user-actuable contact locations.

481. A selectable functionality mobile communication system according to claim 463 and also comprising at least one visually sensible information module indicator associated with each of said plurality of user-actuable contact locations.

482. A selectable functionality mobile communication system according to claim 463 and wherein said plurality of information modules includes at least one information string.

483. A selectable functionality mobile communication system according to claim 463 and wherein said plurality of information modules includes computer programs.

484. A selectable functionality mobile communication system according to claim 463 and wherein said plurality of information modules includes games.

485. A selectable functionality mobile communication system according to claim 463 and wherein said plurality of information modules includes entertainment content.

486. A selectable functionality mobile communication system according to claim 463 and wherein said plurality of information modules includes security information.

487. A selectable functionality mobile communication system according to claim 463 and wherein said plurality of information modules includes gaming programs.

488. A selectable functionality mobile communication system according to claim 463 and wherein said plurality of information modules includes a message.

5 489. A selectable functionality mobile communication system according to claim 463 and wherein said plurality of information modules includes transactional information.

490. A selectable functionality mobile communication system according to
10 claim 463 and wherein said plurality of information modules includes a request to be sent by a mobile device to a remote server to download information from said server.

491. A selectable functionality mobile communication system according to
15 claim 463 and wherein said plurality of information modules includes mobile commerce data.

492. A selectable functionality mobile communication system according to
20 claim 462 and wherein said function actuation card does not contain a source of electrical power.

493. A selectable functionality mobile communication system according to claim 462 and also including user actuatable programming functionality.

494. A selectable functionality mobile communication system according to
25 claim 462 and also including user actuatable personalization functionality.

495. A selectable functionality mobile communication system according to claim 462 and wherein said intermediary comprises at least one wireless communications link.

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496. A selectable functionality mobile communication system according to claim 462 and wherein said intermediary comprises a plurality of intermediary ports.

497. A selectable functionality mobile communication system according to claim 496 and wherein a first one of said plurality of intermediary ports communicates contact location actuation data and a second one of said plurality of intermediary ports communicates information module data.

498. A selectable functionality mobile communication system according to claim 495 and wherein said at least one wireless link interconnects said intermediary and said function selectable mobile device.

499. A selectable functionality mobile communication system according to claim 463 and also including functionality which limits the number of times at least one of a plurality of information modules are accessible in response to user actuation of a corresponding at least one of said plurality of user-actuable contact locations.

500. A selectable functionality mobile communication system according to claim 463 and also including functionality which changes information modules which are accessible in response to user actuation of at least one of said plurality of user-actuable contact locations.

501. A selectable functionality mobile communication system according to claim 463 and also including functionality which changes the content of at least one of said plurality of information modules in response to user actuation of at least one of said plurality of user-actuable contact locations.

502. A selectable functionality mobile communication system comprising:
a function actuation card;
a function actuation card/mobile device intermediary; and
a function selectable mobile device,
said function actuation card containing at least one information module which interacts with at least one of said intermediary and said mobile device and causes said at least one of said intermediary and said mobile device to download information

from an external source.

503. A selectable functionality mobile communication system according to claim 502 and wherein said function actuation card comprises:

5 a plurality of user-actuable contact locations;
a plurality of information modules selectably accessible in response to actuation by a user of said plurality of user-actuable contact locations; and
a communications interface providing communication of said information modules to said function selectable mobile device in response to said
10 actuation.

504. A selectable functionality mobile communication system according to claim 502 and wherein said intermediary and said mobile device communicate with each other in a wireless manner.

15 505. A selectable functionality mobile communication system according to claim 502 and wherein said intermediary and said mobile device communicate with each other in a bi-directional communications manner.

20 506. A selectable functionality mobile communication system according to claim 502 and wherein said at least one information module is modifiable through communication between said function actuation card and at least one of said intermediary and said mobile device.

25 507. A selectable functionality mobile communication system according to claim 502 and wherein said intermediary includes a user interface.

508. A selectable functionality mobile communication system according to claim 507 and wherein said user interface includes selection buttons.

30 509. A selectable functionality mobile communication system according to claim 507 and wherein said user interface includes a ringer.

510. A selectable functionality mobile communication system according to claim 507 and wherein said user interface includes an LED.

5 511. A selectable functionality mobile communication system according to claim 502 and wherein said function actuation card contains at least one information module actuating functionality of said mobile device.

512. A selectable functionality mobile communication system according to
10 claim 502 and wherein said function actuation card contains at least one information module providing a mobile device ringtone.

513. A selectable functionality mobile communication system according to
15 claim 502 and wherein said function actuation card contains at least one information module providing at least one information string.

514. A selectable functionality mobile communication system according to
20 claim 502 and wherein said function actuation card contains at least one information module providing video content.

515. A selectable functionality mobile communication system according to
claim 502 and wherein said function actuation card contains at least one information module providing audio content.

25 516. A selectable functionality mobile communication system according to claim 502 and wherein said function actuation card contains at least one information module providing computer programs.

517. A selectable functionality mobile communication system according to
30 claim 502 and wherein said function actuation card contains at least one information module providing games.

518. A selectable functionality mobile communication system according to claim 502 and wherein said function actuation card contains at least one information module providing entertainment content.

5 519. A selectable functionality mobile communication system according to claim 502 and wherein said function actuation card contains at least one information module providing security information.

10 520. A selectable functionality mobile communication system according to claim 502 and wherein said function actuation card contains at least one information module providing gaming programs.

15 521. A selectable functionality mobile communication system according to claim 502 and wherein said function actuation card contains at least one information module providing a message.

20 522. A selectable functionality mobile communication system according to claim 502 and wherein said function actuation card contains at least one information module providing transactional information.

25 523. A selectable functionality mobile communication system according to claim 502 and wherein said function actuation card contains at least one information module providing a request to be sent by a mobile device to a remote server to download information from said server.

524. A selectable functionality mobile communication system according to claim 502 and wherein said function actuation card contains at least one information module providing mobile commerce data.

30 525. A selectable functionality mobile communication system according to claim 502 and wherein said function actuation card contains at least one information module providing electrical power.

526. A selectable functionality mobile communication system according to claim 502 and wherein said function actuation card contains at least one information module providing user actuatable programming functionality.

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527. A selectable functionality mobile communication system according to claim 502 and wherein said function actuation card contains at least one information module providing user actuatable personalization functionality.

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528. A selectable functionality mobile communication system according to claim 502 and wherein said intermediary comprises:

an information module receiver operative to receive said information modules from said function actuation card; and

an information module transmitter operative to transmit received information modules to said mobile device.

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529. A selectable functionality mobile communication system according to claim 528 and wherein said intermediary also comprises an information module processor for processing at least some of said received information modules.

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530. A selectable functionality mobile communication system according to claim 502 and wherein said intermediary comprises:

an information receiver operative to receive information from said mobile device; and

25

an information transmitter operative to transmit received information to said function actuation card.

531. A selectable functionality mobile communication system according to claim 530 and wherein said intermediary also comprises an information processor for processing at least some of said received information.

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532. A selectable functionality mobile communication system according to

claim 503 and wherein said communications interface comprises a plurality of card ports.

533. A selectable functionality mobile communication system according to claim 532 and wherein a first one of said plurality of card ports communicates contact location actuation data and a second one of said plurality of card ports communicates information module data.

534. A selectable functionality mobile communication system according to claim 503 and also comprising a contact location actuation data processor which provides information module selection inputs operative to cause communication of selected information modules via said communications interface.

535. A selectable functionality mobile communication system according to claim 503 and also comprising contact location actuation feedback functionality operative to provide feedback to said user in response to said actuation of said plurality of user-actuable contact locations.

536. A selectable functionality mobile communication system according to claim 534 and also comprising contact location actuation feedback functionality operative to provide feedback to said user in response to said actuation of said plurality of user-actuable contact locations.

537. A selectable functionality mobile communication system according to claim 535 and wherein said contact location actuation feedback functionality includes tactile feedback functionality associated with at least some of said plurality of user-actuable contact locations.

538. A selectable functionality mobile communication system according to claim 503 and also comprising at least one visually sensible information module indicator associated with each of said plurality of user-actuable contact locations.

539. A selectable functionality mobile communication system according to claim 502 and wherein said intermediary comprises at least one wireless communications link.

5 540. A selectable functionality mobile communication system according to claim 502 and wherein said intermediary comprises a plurality of intermediary ports.

541. A selectable functionality mobile communication system according to claim 540 and wherein a first one of said plurality of intermediary ports communicates
10 contact location actuation data and a second one of said plurality of intermediary ports communicates information module data.

542. A selectable functionality mobile communication system according to claim 539 and wherein said at least one wireless link interconnects said intermediary
15 and said mobile device.

543. A selectable functionality mobile communication system according to claim 503 and also including functionality which limits the number of times at least one of a plurality of information modules are accessible in response to user actuation of a
20 corresponding at least one of said plurality of user-actuable contact locations.

544. A selectable functionality mobile communication system according to claim 503 and also including functionality which changes information modules which are accessible in response to user actuation of at least one of said plurality of
25 user-actuable contact locations.

545. A selectable functionality mobile communication system according to claim 503 and also including functionality which changes the content of at least one of said plurality of information modules in response to user actuation of at least one of said
30 plurality of user-actuable contact locations.

546. A selectable functionality mobile communication system comprising:

a function actuation card;
a function actuation card/mobile device intermediary; and
a television set-top box,

5 said function actuation card containing at least one information module
which interacts with at least one of said intermediary and said set-top box and causes
said at least one of said intermediary and said set-top box to download information from
an external source.

10 547. A selectable functionality mobile communication system according to
claim 546 and wherein said function actuation card also contains at least one
information module which interacts with a communications device providing
back-channel functionality in association with said set-top box.

15 548. A selectable functionality mobile communication system according to
claim 546 and wherein said function actuation card comprising:
a plurality of user-actuable contact locations;
a plurality of information modules selectably accessible in response to
actuation by a user of said plurality of user-actuable contact locations; and
a communications interface providing communication of said
20 information modules to said set-top box in response to said actuation.

549. A selectable functionality mobile communication system according to
claim 548 and wherein said intermediary comprises:
an information module receiver operative to receive said information
25 modules from said function actuation card; and
an information module transmitter operative to transmit received
information modules to said set-top box.

30 550. A selectable functionality mobile communication system according to
claim 549 and wherein said intermediary also comprises an information module
processor for processing at least some of said received information modules.

551. A selectable functionality mobile communication system according to claim 548 and wherein said intermediary comprises:

an information receiver operative to receive information from said set-top box; and

5 an information transmitter operative to transmit received information to said function actuation card.

552. A selectable functionality mobile communication system according to claim 551 and wherein said intermediary also comprises an information processor for
10 processing at least some of said received information.

553. A selectable functionality mobile communication system according to claim 548 and wherein said communications interface comprises a plurality of card ports.

15 554. A selectable functionality mobile communication system according to claim 553 and wherein a first one of said plurality of card ports communicates contact location actuation data and a second one of said plurality of card ports communicates information module data.

20 555. A selectable functionality mobile communication system according to claim 548 and also comprising a contact location actuation data processor which provides information module selection inputs operative to cause communication of selected information modules via said communications interface.

25 556. A selectable functionality mobile communication system according to claim 548 and also comprising contact location actuation feedback functionality operative to provide feedback to said user in response to said actuation of said plurality of user-actuable contact locations.

30 557. A selectable functionality mobile communication system according to claim 555 and also comprising contact location actuation feedback functionality

operative to provide feedback to said user in response to said actuation of said plurality of user-actuable contact locations.

558. A selectable functionality mobile communication system according to claim 556 and wherein said contact location actuation feedback functionality includes tactile feedback functionality associated with at least some of said plurality of user-actuable contact locations.

559. A selectable functionality mobile communication system according to claim 548 and also comprising at least one visually sensible information module indicator associated with each of said plurality of user-actuable contact locations.

560. A selectable functionality mobile communication system according to claim 548 and wherein said plurality of information modules includes at least one information string.

561. A selectable functionality mobile communication system according to claim 548 and wherein said plurality of information modules includes video content.

562. A selectable functionality mobile communication system according to claim 548 and wherein said plurality of information modules includes audio content.

563. A selectable functionality mobile communication system according to claim 548 and wherein said plurality of information modules includes computer programs.

564. A selectable functionality mobile communication system according to claim 548 and wherein said plurality of information modules includes games.

565. A selectable functionality mobile communication system according to claim 548 and wherein said plurality of information modules includes entertainment content.

566. A selectable functionality mobile communication system according to claim 548 and wherein said plurality of information modules includes security information.

5

567. A selectable functionality mobile communication system according to claim 548 and wherein said plurality of information modules includes gaming programs.

568. A selectable functionality mobile communication system according to claim 548 and wherein said plurality of information modules includes a message.

10

569. A selectable functionality mobile communication system according to claim 548 and wherein said plurality of information modules includes transactional information.

15

570. A selectable functionality mobile communication system according to claim 548 and wherein said plurality of information modules includes a request to be sent by a mobile device to a remote server to download information from said server.

20

571. A selectable functionality mobile communication system according to claim 548 and wherein said plurality of information modules includes mobile commerce data.

572. A selectable functionality mobile communication system according to claim 548 and wherein said subsystem does not contain a source of electrical power.

25

573. A selectable functionality mobile communication system according to claim 548 and also including user actuable programming functionality.

574. A selectable functionality mobile communication system according to claim 548 and also including user actuable personalization functionality.

30

575. A selectable functionality mobile communication system according to claim 548 and wherein said intermediary comprises at least one wireless communications link.

5 576. A selectable functionality mobile communication system according to claim 548 and wherein said intermediary comprises a plurality of intermediary ports.

577. A selectable functionality mobile communication system according to claim 576 and wherein a first one of said plurality of intermediary ports communicates
10 contact location actuation data and a second one of said plurality of intermediary ports communicates information module data.

578. A selectable functionality mobile communication system according to claim 575 and wherein said at least one wireless link interconnects said intermediary
15 and said set-top box.

579. A selectable functionality mobile communication system according to claim 548 and also including functionality which limits the number of times at least one of a plurality of information modules are accessible in response to user actuation of a
20 corresponding at least one of said plurality of user-actuable contact locations.

580. A selectable functionality mobile communication system according to claim 548 and also including functionality which changes information modules which are accessible in response to user actuation of at least one of said plurality of
25 user-actuable contact locations.

581. A selectable functionality mobile communication system according to claim 548 and also including functionality which changes the content of at least one of said plurality of information modules in response to user actuation of at least one of said
30 plurality of user-actuable contact locations.

582. A communication method comprising:

providing a user-selectable function operative device and a user-interface card comprising:

a plurality of user-actuable contact locations; and

a plurality of information modules;

5 actuating, by user selection, at least one of said plurality of user-actuable contact locations; and

communicating at least one of said plurality of information modules from said user interface card to said user-selectable function operative device.

10 583. A communication method according to claim 582 and also comprising communicating information between said user-interface card and said user-selectable function operative device.

584. A communication method according to claim 582 and also comprising
15 downloading information to said user-selectable function operative device.

585. A communication method according to claim 584 and wherein said downloading comprises downloading information from said user-interface card.

20 586. A communication method according to claim 584 and wherein said downloading comprises downloading information from an external information source.

587. A communication method according to claim 582 and wherein said communicating comprises:

25 receiving said at least one of said plurality of information modules from said user-interface card; and

transmitting received information modules to said user-selectable function operative device.

30 588. A communication method according to claim 587 and wherein said communicating also comprises processing at least some of said received information modules.

589. A communication method according to claim 583 and wherein said communicating information comprises:

receiving information from said user-selectable function operative
5 device; and
transmitting received information to said user-interface card.

590. A communication method according to claim 589 and wherein said communicating information also comprises processing at least some of said received
10 information.

591. A communication method according to claim 582 and wherein said communicating comprises:

communicating contact location actuation data; and
15 communicating information module data.

592. A communication method according to claim 582 and also comprising providing feedback to a user in response to said actuating.

20 593. A communication method according to claim 592 and wherein said providing feedback includes providing tactile feedback.

594. A communication method according to claim 582 and wherein said communicating comprises communicating via a wireless communications link.

25 595. A communication method according to claim 582 and also including limiting the number of times at least one of said plurality of information modules are accessible in response to user actuation of a corresponding at least one of said plurality of user-actuable contact locations.

30 596. A communication method according to claim 582 and also including changing information modules which are accessible in response to said actuating.

597. A communication method according to claim 582 and also including changing the content of at least one of said plurality of information modules in response to said actuating.

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598. A communication method according to claim 582 and wherein said communicating also includes communicating to another user-selectable function operating device operating as a back-channel communicator.

10 599.

A selectable functionality mobile communication method comprising:
providing a function selectable mobile device, a function actuation card/mobile device intermediary and a function actuation card containing at least one audio-visual information module; and

communicating information from said at least one audio-visual
15 information module to at least one of said intermediary and said mobile device.

600. A communication method according to claim 599 and also comprising downloading information to said function selectable mobile device.

20 601. A communication method according to claim 600 and wherein said downloading comprises downloading information from said function actuation card.

602. A communication method according to claim 600 and wherein said downloading comprises downloading information from an external information source.

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603. A communication method according to claim 599 and wherein said communicating comprises:

communicating contact location actuation data; and
communicating information module data.

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604. A communication method according to claim 599 and wherein said communicating comprises communicating via a wireless communications link.

605. A selectable functionality mobile communication method comprising:
providing a function selectable mobile device, a function actuation
card/mobile device intermediary and a function actuation card containing at least one
5 information module;

communicating information from said at least one information module to
at least one of said intermediary and said mobile device; and

downloading information from an external source to said at least one of
said intermediary and said mobile device, in response to said communicating.

10 606. A communication method according to claim 605 and also comprising
communicating information between said function actuation card and said function
selectable mobile device.

15 607. A communication method according to claim 605 and wherein said
downloading comprises downloading information from said function actuation card.

608. A communication method according to claim 605 and said
communicating comprises:

20 communicating contact location actuation data; and

communicating information module data.

609. A communication method according to claim 605 and wherein said
communicating comprises communicating via a wireless communications link.

25 610. A selectable functionality mobile communication method comprising:
providing a television set-top box, a function actuation card/mobile
device intermediary and a function actuation card containing at least one information
module;

30 communicating information from said at least one information module to
at least one of said intermediary and said set-top box; and

downloading information from an external source to said at least one of

said intermediary and said set-top box, in response to said communicating.

611. A communication method according to claim 610 and wherein said communicating comprises:

5 communicating contact location actuation data; and
communicating information module data.

612. A communication method according to claim 610 and wherein said communicating comprises communicating via a wireless communications link.

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613. A communication method according to claim 610 and wherein said communicating also includes communicating to a user-selectable function operating device operating as a back-channel communicator.

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